

STAT

6672 Blakemore Street
Philadelphia 19, Pa.
Sept. 18, 1951

Dear Mac.

First, my congratulations on getting Fred., it was a master piece of strategy and will greatly strengthen Austin's shop. Second, I hope you enjoyed a much needed vacation.

I am enclosing some items that I thought would be of interest to you. The one "A New Communication Device" is I believe unique in that it permits visual inspection of pictorial intelligence and audio commentary at the same time. The idea would be to have on a single card (Keysort or IBM) an audio and pictorial recording covering the same subject. This would permit a person to hear commentary about the picture he would be viewing and the idea of having the both mediums in one package would permit inter filing and segregation of subjects. The pictorial part is quite simple, and I believe the audio part could be obtained by the use of microwaves and an oscillating beam pickup. If you are interested I will keep you posted as to my progress in working out the audio counterpart. The item on "Ratio of Reduction" is a quick method of obtaining film image coverage. This is a rapid estimating formula for calculating film requirements. The windowed card is the best solution, at the moment, for storing strip film and can be obtained for either 16 or 35mm microfilm.

While making some tests for residual "hypo", I came across a most interesting item. The spools being supplied by various microfilm companies and manufactured by the American Molded Products Co., Chicago, are plastic, and after tests I found the spools to be highly inflammable and to indicate quantities of nitrate. This presents a serious problem not only as a fire hazard but nitrate will cause rapid film deterioration. If they are now being used in CIA I would suggest replacing them with metal until the question of nitrate content is settled.

I spent my week's vacation, as Austin probably told you, being test tubed and trying to come up with the right answers. I am thankful that I have been put on the right track and so far (I've got my finger's crossed) I have gotten through what used to be my hay fever season without ~~out~~ a sneeze.

With best wishes to Les., and as ever hoping that you succeed in setting up the best reproduction and services team in the business.

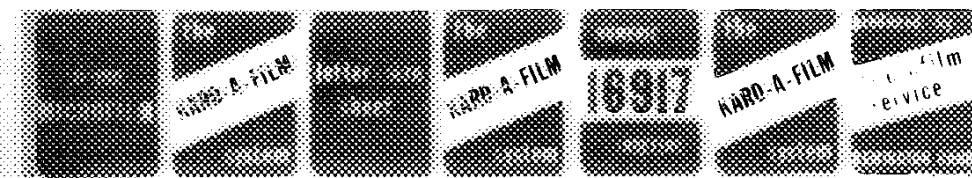
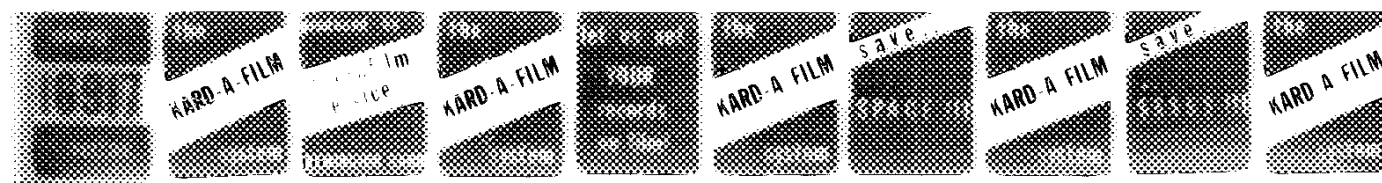
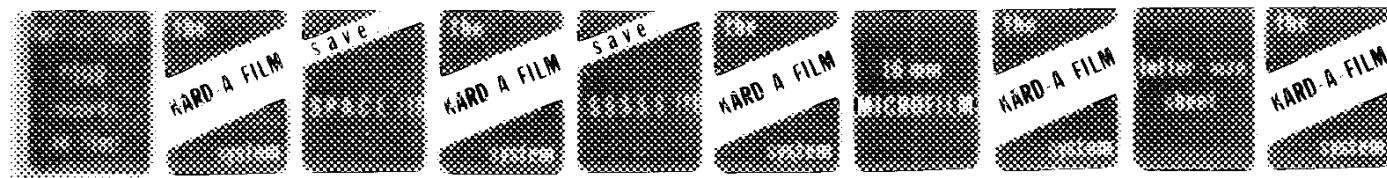
Your friend,

A handwritten signature in cursive script, appearing to read "Frank", written in dark ink.

*BEST COPY
Available*

6/17/98

Approved For Release 2005/11/21 :
CIA-RDP70-00211R000300210009-5



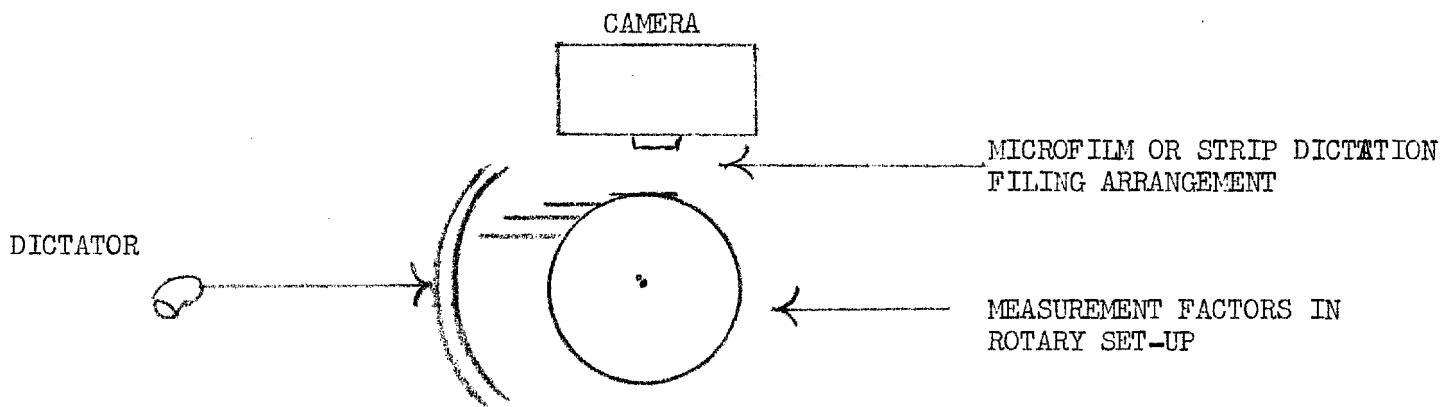
Approved For Release 2005/11/21 :
CIA-RDP70-00211R000300210009-5

A NEW COMMUNICATION DEVICE

If picture and verbal transmission are combined with a knowledge of what to measure, the foundation is laid for activity reports. An "activity report" is a term here used for a class of reports that cannot easily be drawn up from present accounting and statistical methods principally because they summarize quality rather than quantity factors in management. These reports of the managerial ratio type are derived from sampling, verbal, and total or picture records as contrasted to conventional source records.

The device (picture-verbal) would probably be one having three elements. The first would be a framework of descriptive cards or codes which would guide the operator or reporter by listing what is to be reported. This element would be perhaps a rotary file of some 500 cards in color, distinguishable for daily, weekly and random reporting. The cards would bear standardize coding to permit quick reference and segregation of the data when its events are reported to an editorial center. The second element would be the ability of the device to receive verbal messages and the third element that of taking pictures of entire records or sections of records. The devices product would be units capable of being analized in a manner analogous to punched cards and assembled and filled under common topics when the report is being summarized.

Illustrated below is an idea for the construction of such a device:



There are several trends now discernible that it is believed will led to the establishment of activity reports. These trends are:

1. The increasing ability to measure and control factors in the social sciences, especially management.
2. The development of microfilm with punched cards, Mc Bee cards, and reel index devices whereby codes can be quickly located in 100' reels of microfilm.
3. The development of verbal transmission in units or topics similar to the microfilm strip rather than the discs comparable to present microfilm reels.
4. The resultant reporting from the device might take the form of:
 - a. A daily or weekly "newspaper", reporting and analyzing only progress and activity for executive consumption.
 - b. A continous reporting on personhel, its behavior, attitudes and output by individuals.
 - c. Analysis of difficult fields, i.e., cost of sales.
 - d. Progress towards policy objectives.
 - e. Sampling and surveys of comparative costs for inter-agency activities.

The service would act as a coordinating unit between such organizations which need surveys made quickly and cheaply. Projects would include technical-economic research, including industrial and consumer market research from trade and technical data, libraries, business files, newspapers, government services, etc. The studies would be principally those based on secondary sources and records rather than interviews.

The service would have the problem outlined to it by the persons needing data. They would aid in developing the subject outline of data required. They would help select the representative firms or records to be sought and copied. Thereafter the services contribution would be knowledge of (1) microfilm services that could data locally (2) technical means of obtaining it thru cameras, personnel, methods, costs and (3) guarantees of standards, speeds, copyright, confidential handling, or the general management of the survey.

RATIO OF REDUCTION AND FILM COVERAGE

1. To determine the number of documents of a given size that can be placed on 100' of film.

- a. Reduce film length to inches.
- b. Multiply film length by reduction ratio to be used.
- c. Divide result of item by running length of document plus 1 for space between document.

EXAMPLE:

100 ft. of film
 $\times 12 \text{ in.}$
 1200 in.
 $\times 18 \text{ (reduction ratio)}$
 Document 9 1 10) 21600 (2160 images

2. To determine size of document that can be placed across width of 16mm film.

- a. Normal usable width of 16mm film is 590"
- b. Multiply film width by reduction ratio.
- c. When duplex photography is contemplated follow this formula

$$\frac{590 \times RR}{2} - 1 = \text{DOCUMENT}$$

- d. To determine size of document that can be placed across width of 35mm film substitute 1.25 instead of 590.

3. To determine reduction ratio of which a document can be placed on 16mm film.

- a. Use the dimension of the document to be placed on the width of film.
- b. Divide the dimension shown by the film size 590.

$$\frac{\text{Document size plus 1}}{590} = \text{Reduction ratio}$$

Notes on Rental of two Diebold Readers Model No. 92-01

1. Rental agreement requires 30 days notice of termination.
2. Agreement terminates 1 June 1957 - each unit rents for \$25 mo including S/flo and foot control.
3. Agreement permits \$12.50 per month to apply on purchase price.

Cost of Model 9201	435.00
Lenses ^{\$65.00} (each extra) (2 required)	130.00
S/flo	88.00
Foot control	13.20
	<u>\$666.20</u>

Model 92-02 (New Model)
18X to 36X magnification with scanner.
\$725 complete with built in s/flo attachment.

Approved For Release 2005/11/21 : CIA-RDP70-00211R000300210009-5
29 May 1951

STAT

[] O/SO called to inquire again as to the progress toward microfilming his records. I told him I would bring this to your attention. He inquired especially what priority had been granted to the O/SO file. I replied that I knew only that you realized the importance of the work to be done there, but that I was not aware of any written statements of priority. I stated also that you had arranged for training of operators.